



# AMBASSADOR GUIDE - 2017



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## DINING OUT FOR LIFE WELCOME



Thank you for signing up to be a Dining Out For Life Ambassador. As an Ambassador, you make our community stronger and healthier. The truth is that the clients of San Francisco AIDS Foundation rely on you to continue the life-saving and life-changing services that prevent HIV transmission and support those living with the disease. From all of us at San Francisco AIDS Foundation, thank you.

Dining Out For Life is a national fundraising initiative for HIV/AIDS service organizations throughout the United States and Canada. Dining Out For Life has been produced in the Bay Area since 2001. Through community participation we have raised over one million dollars for HIV prevention and care services in San Francisco.

# SAN FRANCISCO AIDS FOUNDATION OVERVIEW

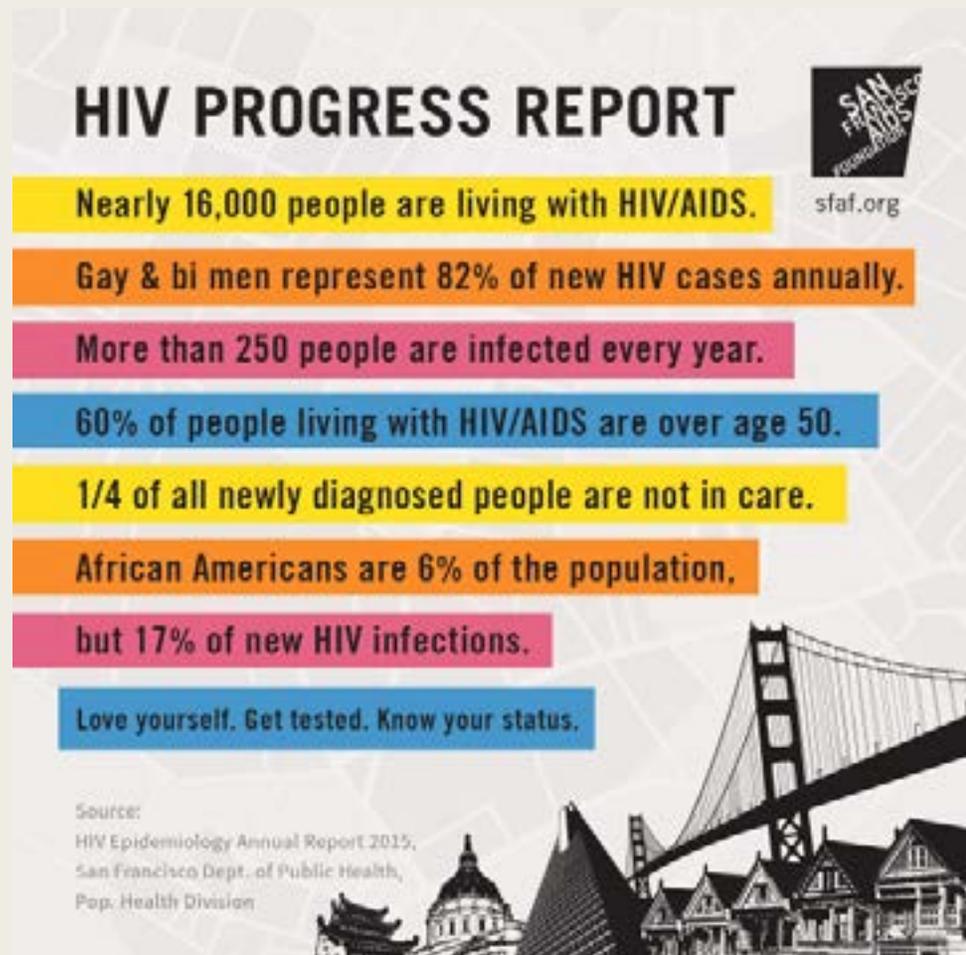


**Proceeds from Dining Out For Life directly support San Francisco AIDS Foundation.**

**San Francisco AIDS Foundation** was founded in 1982 as a grassroots community response to the AIDS epidemic and its impact in San Francisco. Now, more than three decades later, we are one of the most highly respected and influential AIDS organizations in the United States.

We serve approximately 16,000 people each year at three care locations: our main site in the SoMa/Tenderloin neighborhood, our 6th Street Harm Reduction Center, and our new center for health and wellness in the Castro – Strut. An additional 500,000 individuals access our many educational resources for up-to-date information on HIV prevention, treatment, and care.

Our mission is to end the HIV epidemic by preventing new infections and supporting those living with HIV to become virally suppressed. We are proud to offer all of our programs at no cost to our clients through the generous support of our many sponsors, community partners and individual donors.



# SAN FRANCISCO AIDS FOUNDATION DIRECT SERVICES



## San Francisco AIDS Foundation offers the following services:

### SEXUAL HEALTH SERVICES

Peer-based HIV testing, STI screening and treatment services, and PrEP clinics and navigation services that are provided free of judgment and stigma.

### SUBSTANCE USE AND MENTAL HEALTH

Education, counseling, and support for 800 clients via The Stonewall Project, connecting the dots between HIV, substance use, and mental health

### COMMUNITY ENGAGEMENT

Support and social groups for communities that experience disproportionate rates of HIV infections, including African Americans, Latinos, Gay and Bisexual Men, Transgender and Gender Nonconforming People, Seniors, and Youth.

### HEALTH NAVIGATION

Case management and navigation services, housing assistance, and financial benefits counseling to help 700 people living with HIV/AIDS stay engaged in medical care.

### SYRINGE ACCESS

2.4 million sterile syringes annually to people who inject drugs, HIV and hepatitis C testing, and referrals to drug treatment and other social services.

### PUBLIC POLICY

A powerful voice for people at risk for or living with HIV to public officials at City Hall, in Sacramento, and in our nation's capital.

### EDUCATION

Free online resources, publications, community forums, and campaigns on HIV prevention, testing, and care, and breaking news in science, policy, and clinical research.

## FUNDRAISING IS EASY AND FUN



Last year our Dining Out For Life Ambassadors raised over \$88,000 through direct asks, emails, phone calls, and social media. This year with your help we hope to raise even more funds to support those most in need.

We will provide you with the tools for success including your own personalized fundraising page, social media graphics, and support along the way.

You'll have opportunities to win prizes in the coming weeks that will help you achieve your fundraising goal.

Every Ambassador can earn the official Dining Out For Life fundraising awards! Thank you for your work to help the clients of San Francisco AIDS Foundation.

# FUNDRAISING AWARDS



## EARN SPECIAL AWARDS FOR YOUR FUNDRAISING!

Your fundraising efforts are greatly appreciated! Every Dining Out For Life Ambassador can earn awards by raising funds for the San Francisco AIDS Foundation. Look out for announcements about special contests, awards, prizes, and giveaways!

Top Online Fundraiser

Top In-Restaurant Fundraiser

Top Overall Fundraiser (online and in restaurant)

Top Overall Fundraising Team (online and in restaurant)

### FUNDRAISING AWARDS:

You will earn fundraising awards for raising \$250, \$750 and \$1500. Stay tuned for more information about these incentives!



## YOUR DOLLARS AT WORK



## QUESTIONS?

Proceeds from Dining Out For Life directly support San Francisco AIDS Foundation.

**\$1,000** can help provide two Positive Force community forums where 150 men can learn more about HIV and how to live better and longer with HIV.

**\$500** can help 15 people receive medical benefits counseling to obtain prescription drug assistance.

**\$250** can help provide ten Rapid HIV Antibody test to test ten people.

**\$100** can help provide the travel cost for a Treatment Advocacy Coordinator to providing moral support and to help clients advocate for themselves.

**\$50** can help provide case management for 3 HIV-positive clients who are homeless or at-risk for homelessness.

**\$25** can help a Financial Benefits counselor to assist one person in navigating the private and public benefits systems

## We are here to help!

Thank you again for your hard work and dedication as a Dining Out For Life Ambassador. We hope this is a fun and rewarding experience. Please contact Melanie Woods with any questions.



**Melanie Woods: Senior Event Associate**

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## FUNDRAISING - GETTING STARTED



### Follow these simple steps and you'll be set up for success

#### STEP 1: SET A FUNDRAISING GOAL

Setting a goal that is attainable is important. Most Ambassadors raise close to \$1000!

The first step is to make a list of people you plan to ask to donate to your campaign. Remember to include people from all aspects of your life including your friends, family, coworkers, school, clubs, volunteer groups, church, neighbors, and businesses.

You'll be amazed at how many people will support you and the cause. You just have to ask!



#### STEP 2: PERSONALIZE YOUR FUNDRAISING PAGE

Personalize your fundraising page through your Participant Center. Data shows that people who update their fundraising page with personal information generally raise 3-4 times as much as those who leave the generic information. Make sure to add a picture and a link to your Facebook event page. A personal story about your connection to the mission will help your donors feel engaged and connected to the cause.

Step-by-step instructions:

1. Visit your Fundraising Page at [www.dolsf.org](http://www.dolsf.org) and login to your account
2. Select the "Personal Page" tab on the menu
3. Edit your fundraising page title and body text with your story
4. Upload a picture by clicking the "Photos/Video" link on the right
5. When you're done, click "Save." Click "Preview" to see

## FUNDRAISING - GETTING STARTED



### **STEP 3: CREATE A DINING OUT FOR LIFE FACEBOOK EVENT**

Create an event and invite your network to dine with you on Tuesday, April 25. Make sure to include your restaurant's reservation link or phone number so your guests can make a reservation early. This will help you share updates about the event to get your guests excited!

### **STEP 4: MAKE A PERSONAL DONATION**

Take a moment to kick start your fundraising effort by making a personal donation to yourself.

Making a donation to your own fund will show your donors that you are serious about the cause and you've made a personal commitment to your fundraising effort.

### **STEP 5: ASK FOR DONATIONS**

Your Fundraising Webpage not only helps you track your fundraising campaign, we've also included some useful tools to help you along the way. Use any of the email templates we've provided to send emails to your contact list.

Our top fundraisers send a minimum of 15 emails from their Fundraising Webpage.

Step-by-step instructions:

1. Go to your Fundraising Webpage and log in to your account
2. Select the "Email" tab on the menu
3. Upload your email list using the "Contacts" link
4. Use any of the templates provided to help solicit gifts and to ask your network to dine with you on April 25, or draft your own email. A link to your Personal Fundraising page will appear at the bottom of your email.



## FUNDRAISING - GETTING STARTED



### STEP 6: SHARE YOUR PERSONAL PAGE URL ON FACEBOOK AND TWITTER

Let your social media community know about your commitment to raise funds for HIV/AIDS programs in the Bay Area. 50% of donations now come from social media!

Step-by-step instructions:

1. Copy your Personal Page URL and paste it on Facebook and Twitter.

2. Use this sample text:

“I’ve committed to raise funds for HIV/AIDS programs in the Bay Area. Help me reach my goal by dining with me on Tuesday, April 25 or by donating to my personal fundraising campaign.”

#### HERE ARE SOME TIPS:

- Direct asks demonstrate your passion for ending HIV/AIDS.
- Tell your personal story that will interest your donor.
- Offer a dollar range instead of asking for what you think someone will give.
- Invite your donors to dine with you on April 25 to celebrate your success.

### STEP 7: FOLLOW UP AND SAY THANK YOU

Your first email to your network shouldn’t be your last. Send a follow-up email, text, or Facebook message to those that didn’t respond. Some people might need to be nudged a few times to remember to donate.

Say thank you to those who have joined you in supporting Dining Out for Life. Here’s a list of creative ways to thank your donors:

- Send a personal email
- Send a handwritten note
- Send a photo or a link to your event photos
- Post a social media shout out
- Make a personal phone call
- Send an e-card
- Organize a VIP table for your top donors at your restaurant

# AMBASSADOR CHECKLIST



## FEBRUARY - MARCH :

- Register
- Set a goal
- Set up Personal Page and create a Facebook event  
Recruit a friend to join you at your restaurant
- Send emails asking people to save the date
- Invite friends to your Facebook event

## MARCH - APRIL:

- Ask your network to donate to your fundraising campaign. Make sure to share your goal
- Post on Facebook – remind your friends to donate and make a reservation
- Introduce yourself to your restaurant

## WEEK OF APRIL 10:

- Send a follow–up email to your contacts. Remind them to make a reservation if they can. If they can't, ask them to donate instead
- Update your Facebook page with your fundraising progress
- Consider announcing a raffle or competition for your diners

## WEEK OF APRIL 17:

- Send one more follow–up email to those you haven't heard from
- Post to Facebook letting everyone know Dining Out For Life is one week away!
- Call your restaurant to see how many reservations they have remaining. Almost full? Let your network know to get their reservations in soon
- Send a reminder email
- Post on Facebook to let your community know how much more you have to raise to meet your goal

## APRIL 25:

- Post on Facebook – “I look forward to seeing you tonight for Dining Out For Life!”
- Live tweet and post during the evening. Make sure to add photos of yourself and your diners at the event.

## APRIL 26:

- Send a thank you note to all of our diners, donors, and supporters
- Make a “Thank You” post on Facebook

## AFTER THE EVENT:

- Announce sweepstakes winners on your Personal Page and social media. One of your donors might be a winner!
- Keep your donors informed. Let them know how successful you were.

## FUNDRAISING - SOCIAL MEDIA



Social media can help you reach a wider audience with a click of a button. Sites like Facebook, Twitter, Instagram, Flickr, and YouTube are valuable resources for spreading the word about your fundraising campaign. Try some of these social media ideas to increase your fundraising success.

Be sure to join the event on Facebook. We will recognize prize winners, host contests, and send updates about Dining Out For Life on our Facebook page.

Be sure to use #dolsf in all your social media posts to join the conversation with other Ambassadors.

### SAMPLE TWEETS:

- I'm hosting a restaurant for Dining Out For Life on Tuesday, April 25 and raising funds for @SFAIDSFund. Support my campaign at [insert your personal page url] #dolsf

### SAMPLE FACEBOOK POSTS:

- Raise a glass with me on April 25 at @Dining Out For Life Bay Area to end the HIV epidemic in the Bay Area and help me raise funds for the @San Francisco AIDS Foundation. Donate and dine at [your restaurant] on April 26 [insert your personal page url] #dolsf
- Support me and the @San Francisco AIDS Foundation on April 25 for @Dining Out For Life Bay Area. Donate and help me reach my goal [insert your personal page url] #dolsf

### SHARE A VIDEO

Record your own video to let your community know why our mission matters to you. Remember to include a link to your personal fundraising page when you post the video.

### POST A PHOTO

Take a photo of yourself dining out, toasting with a glass of wine, or with your donors. Add a caption with a link to your personal fundraising page when you post on Facebook, Instagram, or Flickr.



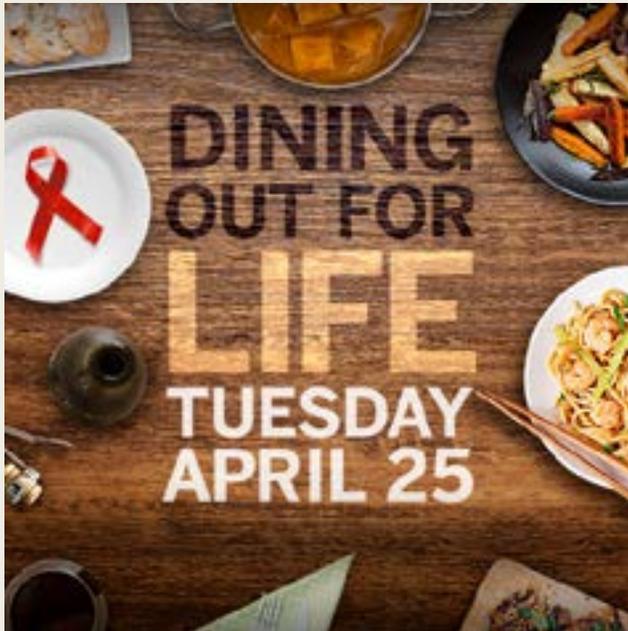
# FUNDRAISING - BE A SUPERSTAR FUNDRAISER



Here is a list of creative ways to take your fundraising to the next level.

## HOST A RAFFLE ONLINE OR AT YOUR RESTAURANT

Have an item you can donate to your fundraiser? A raffle with a restaurant gift certificate, bottle of wine, or concert tickets can be a good way to raise money online and in your restaurant.



## SEND HANDWRITTEN INVITATIONS AND THANK YOU CARDS

Let your network know that you are serious about your commitment to Dining Out for Life. Nothing says you care more than a handwritten note.

## FIND OUT IF YOUR RESTAURANT WILL HAVE ANY SPECIALS OR PROMOTIONS

Is your restaurant featuring a special Dining Out for Life menu or drink special? Let your network know about any exclusive deals in your emails and on social media.

## INVITE YOUR OFFICE TO JOIN YOU

Your coworkers might enjoy a night out too, right? Let them know you are hosting a party for a good cause.

## HOST A BAKE SALE AT WORK

Everyone loves baked goods - especially for a good cause.

## EXPLORE YOUR EMPLOYER'S MATCHING GIFT PROGRAM

Double your donations through a matching gift program! Contact your company's Human Resources department to find out if they will match charitable gifts.